

BEST AVAILABLE COPY

MICROWAVE ICE CREAM (Specification)

This procedure will change ice cream manufacturing, packaging, and serving to the endline consumer as we know it today.

Starting at the manufacturing plant, the ice cream would no longer be placed into an expensive, high-tech piece of equipment to be blended, frozen to a particular consistency, or have air pumps and blended into it to make it edible.

Without the air, ice cream when frozen becomes like a block of ice. This product would now be placed in a moisture proof, microwable carton in a liquid form and stored in cold storage to be frozen.

The consumer simply places an (11 oz. ^{PRE-PACKAGED} CARTON) into microwave for approximately 50 seconds, stir and eat.

"This is the closest thing you will ever get to old fashioned, home made, hand cranked ice cream." FLAVORS ARE ENDLESS.

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